

Press Release

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IndusInd Bank and Talisma Corporation win Best CRM implementation project for 2015.

- **IndusInd Bank implemented a customer experience management system bringing strong functional improvements**
- **The system provides an integrated platform that gives a single view of customer relationship and multichannel CRM management**
- **The project significantly improves operational efficiency and customer experience**

Hong Kong, April 15th 2015—IndusInd Bank and its technology partner Talisma Corporation have been named as winners for **Best CRM Implementation Project** award 2015 during the ninth Asian Banker Technology Implementation Awards Programme. The awards ceremony was held in conjunction with the prestigious award winning Asian Banker Summit 2015, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the Hong Kong Convention and Exhibition Centre, Hong Kong on April 15th 2015.

IndusInd Bank implemented a customer experience management system bringing strong functional improvements

The bank implemented Talisma Customer Experience Management (CEM) system to empower the sales and services teams to automate processes, track hot leads, manage activities and enhance relationship with customers through better customer experience for IndusInd Bank. The solution was also able to easily integrate with the legacy and core banking systems of the bank and delivered several benefits such as response to every communication, customer service process is agent-independent, enhanced customer experience and ability to provide the right information to the desired target segment.

The system provides an integrated platform that gives a single view of customer relationship and multichannel CRM management

Disparate legacy systems were hampering bank's growth. The new system provides an integrated platform that gives a single view of customer relationship and multichannel customer relationship management capability. The project also included integrating data from different sources for providing a unified view of the customer across transactions and channels thereby giving the Bank insights into customer preferences and behaviour.

The project significantly improves operational efficiency and customer experience

The system resulted in significant operational efficiency with back office productivity improving by 30% and improvement in 'first time right' by 70%. The system also improved the customer retention and marketing capability with 50% improvement in cross selling.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind. A stringent three month long evaluation process determined the winners from across Asia Pacific, Middle East and Africa. The winners were honoured at a gala event that recognised their efforts in using the best technology to run their institutions and bring superior products and services to their customers

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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